



TENNESSEE DEPARTMENT OF

EDUCATION

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Web Page Design III – eCommerce

Primary Career Cluster:	Information Technology
Consultant:	Bethany King Wilkes, (615) 532-2844, Bethany.Wilkes@tn.gov
Course Code(s):	6092
Recommended Prerequisite(s):	Algebra I (3102), Web Page Design II – Site Designer (6101)
Credit:	1
Grade Level:	11-12
Aligned Student Organization(s):	Skills USA: www.tnskillsusa.com Brandon Hudson, (615) 532-2804, Brandon.Hudson@tn.gov Technology Student Association (TSA): www.tntsa.org Amanda Hodges, (615) 532-6270, Amanda.Hodges@tn.gov Future Business Leaders of America (FBLA): www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/InformationTechnology.shtml

Course Description

This course prepares students with work-related skills for advancement into postsecondary education or industry. Course content includes exposure to Web design in eCommerce with marketing, customer relations, and commercial Web site publication. The course content provides students the opportunity to acquire fundamental skills in practical application of Web development, leadership, and interpersonal skill development. Laboratory facilities and experiences simulate those found in the Web page design and Web page construction industry. This course correlates to the CIW certification “Web eCommerce.”

Course Standards

Standard 1.0

Students will analyze Internet etiquette on the World Wide Web.

The student will:

- 1.1 Analyze Internet etiquette with regard to spamming, copyright, copyright infringement, and responsibilities for materials published for public viewing. Evaluate various Internet guards and programs intended to monitor and/or censor Internet viewing by minors.
- 1.2 Evaluate means to protect intellectual property and limit liability
- 1.3 Analyze international issues.
- 1.4 Evaluate how to take legal action to protect a brand.

Sample Performance Tasks

- Prepare a research document with regard to current laws and etiquette concerning spamming, copyright, copyright infringement, and responsibilities for materials published for public viewing.

Standard 2.0

Students will demonstrate awareness of marketing and on-line product promotion skills.

The student will:

- 2.1 Demonstrate the use of demographics, psychographics and audience data in achieving marketing goals.
- 2.2 Conduct effective online product promotions in both global (mass) and niche (micro) markets.
- 2.3 Develop and effectively place banner ads.
- 2.4 Analyze banner exchange and referrer programs.
- 2.5 Evaluate alternative promotion methods, including search engine placement, e-mail, and offline product promotion.
- 2.6 Evaluate market growth drivers and barriers.
- 2.7 Analyze Web marketing strategies and goals.
- 2.8 Examine factors that affect ecommerce implementations, including product distribution and availability, product pricing, and the selling of hard versus soft goods.

Sample Performance Tasks

- Given the parameters for a sample Web based project, determine the steps necessary to develop the project within the specified sample company's guidelines.



Standard 3.0

Students will analyze business-to-business eCommerce concepts.

The student will:

- 3.1 Evaluate Electronic Data Interchange (EDI) and Internet EDI.
- 3.2 Analyze EDI provisions for business security.
- 3.3 Analyze the relationship between EDI and the Extensible Markup Language (XML).
- 3.4 Evaluate Open Buying on the Internet (OBI) technologies and elements.
- 3.5 Comprehend and apply the Open Trading Protocol (OTP).
- 3.6 Evaluate business to business concepts.

Sample Performance Tasks

- Examine the various eCommerce models and compare the various types. Develop sample strategies that incorporate each of the model areas.

Standard 4.0

Students will evaluate various “industry standard” site building software.

The student will:

- 4.1 Evaluate commercial off-the-shelf (COTS) products.
- 4.2 Evaluate open systems emphasis.
- 4.3 Clarify the use of commercial off-the-shelf (COTS) and creation of open systems and other non-developmental items (NDI) through the use of interface standards.
- 4.4 Evaluate features and utilities available with commercial off-the-shelf (COTS) Web building software.
- 4.5 Analyze Ecommerce eCommerce site development and deployment software.
- 4.6 Evaluate features and utilities available with outsourced Ecommerce site creation packages.

Sample Performance Tasks

- Evaluate the limitations and features between each product. Develop a presentation, which makes a recommendation of a product you would prefer to use and provide documentation for your recommendation.



Standard 5.0

Students will evaluate site usability and customer relationship management concepts.

The student will:

- 5.1 Analyze click patterns and screen flow.
- 5.2 Conduct a usability analysis.
- 5.3 Develop a customer relationship plan to include the use of synchronous and asynchronous service.
- 5.4 Research the usefulness of self-service in customer relationship management.
- 5.5 Analyze elements of a customer relationship management action plan.
- 5.6 Demonstrate installation and integration of a knowledge base.

Sample Performance Tasks

- Construct, install and integrate a consumer knowledge base in an existing Web document.

Standard 6.0

Students will analyze high-performance customer-oriented frameworks.

The student will:

- 6.1 Evaluate transaction security methods.
- 6.2 Distinguish the X.509 standard and digital certificates.
- 6.3 Employ digital certificates to secure a site.
- 6.4 Differentiate between site maintenance, security management, and performance monitoring
- 6.5 Read and interpret log files to determine a system's ability to meet demands.
- 6.6 Conduct performance testing on eCommerce site servers
- 6.7 Correct critical eCommerce site server bottlenecks.

Sample Performance Tasks

- Relate the differences between transaction security methods.



Standard 7.0

Students will evaluate the process of commercial Web site publishing.

The student will:

- 7.1 Evaluate commercial domain hosting services.
- 7.2 Evaluate various search engines.
- 7.3 Evaluate the concepts of domain name hosting, transfer, parking, registration, and sub hosting.
- 7.4 Employ the use of Meta-tags to enhance and optimize commercial Web site publishing.
- 7.5 Create an online catalog.
- 7.6 Deploy payment gateways.
- 7.7 Evaluate the benefits and drawbacks of eCommerce to upper management.
- 7.8 Evaluate common hardware and software used in an eCommerce solution.
- 7.9 Analyze the elements of a Web storefront.
- 7.10 Plan a phased ecommerce site implementation.

Sample Performance Tasks

- Research and evaluate the services offered in at least five commercial domain hosting service providers.

Standard 8.0

Students will access and compare various domain hosting services.

The student will:

- 8.1 Analyze various services offered by Internet hosting services.
- 8.2 Analyze costs of commercial domain hosting services.
- 8.3 Analyze needs to determine if your site requires entry-level, mid-level, or high-level outsourced storefronts.

Sample Performance Tasks

- Access, compare and contrast five commercial Internet Domain Hosting services. Perform a cost analysis between services offered. Compare what the host provides with the service and the current market prices for services available. Chart findings from the research. Choose the best commercial service available based on cost for-service. Develop a presentation to show findings and share with a school or community group.



Standard 9.0

Students will analyze current market rates for commercial Web site design hosting and maintenance.

The student will:

- 9.1 Analyze various services offered by Internet Web site design services, including in-house and instant storefront solutions.
- 9.2 Analyze services offered and costs by commercial Web site design services.
- 9.3 Analyze the cost of host Internet connection and equipment required for hosting and maintenance.

Sample Performance Tasks

- Access and compare five commercial Internet Web site design services. Perform a cost analysis between services offered and the current market prices for service. Choose the best commercial service available based on cost-for-service.

Standard 10.0

Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.

The student will:

- 10.1 Demonstrate dignity in work.
- 10.2 Participate in Future Business Leaders of America (FBLA) as an integral part of classroom instruction.
- 10.3 Evaluate school, community, and workplace situations by applying problem-solving and decision-making skills.
- 10.4 Demonstrate the ability to work professionally with others.

Sample Performance Tasks

- Prepare a resume.
- Participate in various FBLA programs and/or competitive events.
- Attend a professional organization meeting such as, Chamber of Commerce meeting.
- Participate in-class in a FBLA competitive event.
- Develop a plan of action for an officer candidate or national voting delegate.
- Participate in job shadowing or internship within the Web Page Design industry



Course Resources

Type	Name of Item	Description	Publisher/Author	OBJ's Covered
Curriculum Teachers Lessons and Student Workbooks	<i>CIW Design Methodology and Technology Classroom Bundle</i>	Complete Curriculum developed specifically to meet the state recognized certification in web mastery	Prosofttraining http://prosofttraining.com	ALL
Instructor's Guide Student Workbook	<i>PDP – The Professional Development Program – from SkillsUSA</i>	Guides students through 84 employability skills lessons. These include goal setting, career planning and community service	http://www.skillsUSA.org/store PDP Instructor's Guide (quantities of 1-24) \$25.95	1
Handbook	<i>Front Page Unleashed (2000/2003)</i>	Front Page Bible	SAMS ISBN# 0-672-31675-7 \$49.99	4-7
Handbook	<i>Photoshop Classroom in a Book</i>	Photoshop Bible	Adobe ISBN# 0-201-71016-1	2-3
CDROM SET	<i>Mastering Photoshop</i>	Great Computer based training for Adobe Photoshop	Learnkey Inc 800-865-0165	2
CDROM SET	<i>Site Designer Series</i>	Great Computer based training. Modeled after CIW Site Designer Series	Learnkey Inc 800-865-0165	ALL
Workbook	<i>Mastering JavaScript</i>	Great “one-day” JavaScript reference	DDC, ISBN# 156243836-0	5

